



## PRESS RELEASE

Mistelbach, October 17, 2011

### Gifts for all!

Great Christmas gifts that will delight both young and old: Gift ideas from the cuddle experts at sigikid.

Christmas will be here before we know it. This year many of us are determined to start shopping for gifts earlier to avoid the same Advent stress as in years past. Shopping without the stress? You need to have a strategy for that to work. Even the most relaxing day of shopping can turn into a stressful chore after hours of having seen many things, but not finding what we were looking for. And sometimes it's because we don't really even know what we're looking for! At sigikid we've put together some great gift ideas for those who love to cuddle - from tiny tots to great big grown-ups. These gifts are sure to delight children, grandchildren, your partner, good friends and acquaintances for a long time to come!

### Ideas for babies

#### Cuddling to go: Comforters

Every baby needs a comforter. One that consoles in times of need with its cuddly soft body and familiar scent. That goes everywhere baby goes. A true friend that is always there for baby. sigikid currently offers 12 different comforters - for girls, for boys, some playful, some cool - that are all charming, soft and snugly.

Our gift idea for girls: The large comforter (40197) with adorable bear from the new KNUFFEL BOFFEL collection made of cotton and microfibre plush. And for boys: The counterpart (40210) from the TUC TÖFF TÖFF collection with cheerful light and dark blue stripes. *RRP € 19.99*



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### Look who's dancing: Mobiles

You can see the fascination in babies' faces when they watch a mobile. Here's an exciting and very popular gift idea for Christmas: The new textile mobile (40243) from the TUC TÖFF TÖFF collection with bear and four cars in different colour combinations. By the way: The high-quality wooden rack (49002) fits all sigikid mobiles so you can securely mount the mobile on baby's bed or playpen. *RRP mobile € 34.99, wooden rack € 20.99*



### Fit & Fun: Wooden activity centre

"We don't want to just lie around all day, we want to experience something!" Babies can't talk, but they surely don't want to be bored. The wooden activity centre from sigikid is a high-quality Christmas gift that will please both parents and baby for a long time to come. The interchangeable textile clips let you add variety to keep things exciting for baby.

*RRP € 41.99 Also available: A round snugly blanket and a number of textile clips with different features.*

### Playfully teach: Stacking tower and Co.

The very popular PlayQ collection shows that you can teach babies and toddlers in a playful way without overly colourful plastic toys with blinking lights and loud noises. At the top of our wish list: The new five-piece stacking tower (40176) in charming colours. Children love to play with it because it opens up many new possibilities with its combination of materials, colours, pictures and numbers.



*RRP € 29.99 Other great gift ideas from sigikid: The fun pull-along snail (49497) and the sorting box with wooden shapes (49297)*



## PRESS RELEASE

### Christmas hits for kids



**XXL cuddling pleasure:** The popular sigikid Sweetys now come in an XXL version. From Susi Sumpfhose the frog to Gildehard Günsburg the cosy bear. These super-soft dangling animals are approximately 80 cm tall and made of microfibre plush. *RRP € 99.99*

**A new take on hobby horses:** In addition to the classic design, sigikid now offers a dragon and a unicorn in the style of a hobby horse. The heads are made of soft microfibre plush and are removable for washing. *RRP € 39.99*



**Matching and memory games:** “Animal Twins” and “Sweetie Avenue” are games from sigikid for children ages two and up that keep kids entertained on cold and boring winter days. *Wooden pieces with colourful prints, RRP € 14.99 each*

**A new look:** The new Sweetys come in an exciting material combination of plush, loop-pile, corduroy, knitted and colourfully printed cotton fabrics. Whether polar bear, mouse or teddy bear - those who love to cuddle will find their own personal favourite here, *RRP € 29.99*



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**Every girl's dream:** A doll under the Christmas tree is something many girls wish for. This one has long, shiny hair that doll mummies can brush and style to their hearts' content. "The doll" is available in blonde, brown and brunette.

*RRP € 49.99 - It comes dressed. Thanks to the doll's size, clothes from the sigikid Quendy collection fit her, too.*

**Bon voyage:** My own suitcase! - Children just love to pack their own bag when they visit granny or go on holiday with the family. And it's twice the fun with the sturdy and smart looking wheeled suitcases from sigikid. A big hit with the girls: The chic wheeled suitcase featuring the popular picture book heroine Conni. *40 x 30 x 17 cm, easy-care nylon material, RRP € 59.99*

**My home is my castle:** Large nurseries are great for romping around - but kids also need small, cuddly areas and corners to read, rest and play in quiet. With their 1.5 metre diameter, sigikid's large play tents are perfect for this and can be set up anywhere. The tent comes in two designs - one for boys, and one for girls. They both have many great details and elaborate stitching. *RRP € 99.99*



**A place to sleep in a jiffy:** These wonderful folding sofas from sigikid are ideal for resting and offer a place to sleep when a best friend stays overnight. And they can make it through any pyjama party unscathed thanks to their sturdy, robust design. *Available in four designs, RRP € 134.99.*



## PRESS RELEASE

### For the kid in all of us



**A beast for all!** Stuffed animals for grown-ups? If you don't think that's a good idea, then you haven't met the sigikid Beasts yet! These offbeat cuddly creatures with silly names like Chicken Checker, Igor Ismirschlecht and Doc Nightmare are the perfect surprise under the Christmas tree, and they also get lots of attention on book shelves or desktops. We've added more than 20 new family members in 2011 - all of them cuddly and unique. Like Tippy Trippsy the earwig, whose hypnotic gaze and rattling feelers put everyone to sleep - even at the office.

**Wrapped up nice and snug!** These elaborately designed, snugly "fur" Beasts blankets are perfect for cold winter days. Four beloved cuddly creatures are featured on these four extraordinary plaid blankets with all kinds of fun details. They are a very exclusive gift for those who are especially dear to us.  
*200 x 140 cm, RRP from € 125.*



**Carry me with you!** Just like real stars, the Beasts naturally have their own bags collection. This year we introduced a cool new "street style" bags collection in addition to the already very popular cuddly bags. The designers didn't forget about functionality either, using a washable material to ensure easy care. A great gift idea: The double function shopper and laptop bag that is easy to sling across your shoulder thanks to the double carrying straps. *RRP € 59.99. There are five bag shapes and each one is available in three different designs in the colours grey, brown and red.*

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### ***sigikid - First Class for Kids***

*Snugly soft toys, cuddly plush playmates, charming bags and accessories and high-quality children's clothing - these are the things sigikid is known for. We are a family enterprise from Franconia, Germany that has been around for over 40 years - and many sigikid fans who grew up with our toys are now passing on this love for our cuddly products to their own children. Our design team creates hundreds of new products every year - and every single sigikid creation, no matter how small, is made with the utmost attention to detail.*

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